

CITY OF JERSEY CITY

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Make a Difference and Join the National Award Winning “BIG DIG”

JERSEY CITY – Mayor Jerramiah T. Healy and the **Jersey City Parks Coalition** are pleased to announce that the national award winning **“BIG DIG”** – a unique **“Make A Difference Day”** partnership – is gearing up for a second year.

This year, the **Jersey City Parks Coalition** has set an ambitious goal of planting 30,000+ bulbs citywide on national **Make A Difference Day**, which will be held this year on **Saturday, October 27, 2012**. The non-profit Parks Coalition, who is working closely with the several city departments, is again seeking sponsorship from local businesses, organizations, and private citizens and is actively recruiting volunteers from around the city.

“We saw what an amazing impact the BIG DIG had last year on ‘Make A Difference Day’ by uniting volunteers throughout the city and by building a partnership between non-profit organizations and local government,” said **Mayor Healy**. “The Jersey City Parks Coalition had the vision for this project and helped Jersey City to gain national recognition. We thank them for all of their hard work and look forward to what a second year will bring.”

Last year, *USA Weekend Magazine* awarded one of thirteen prestigious national Make a Difference Day awards to the Jersey City Parks Coalition and the City of Jersey City for its collaborative project known as the “BIG DIG” that saw 18,000 tulip and daffodil bulbs planted across the city. The Jersey City Parks Coalition was awarded \$10,000 for its efforts.

Because the Parks Coalition has set an even more ambitious goal this year, the need for community involvement is even greater.

“We are asking residents, community groups, civic organizations and corporate teams to donate toward the bulbs and equipment that are needed and to actually come out on ‘Make A Difference Day’ to plant and be part of this amazing project,” said **Charlene Burke, Secretary of the Parks Coalition and the BIG DIG Project Manager**. “Last year across the City, we had Corporate and Community groups working side by side to beautify over 80 locations that residents and visitors couldn’t miss this past spring.”

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As a special thank you those who volunteer, the **Liberty Science Center** will host a private luncheon to recognize the outstanding BIG DIG volunteers immediately following planting from **12:30 p.m. to 2:30 p.m. on Saturday, October 27, 2012.**

Started in 1990 as a national day dedicated to helping others, **Make A Difference Day** is an annual event sponsored by *USA Weekend Magazine* on the fourth Saturday of every October. Volunteers can join a group project or come up with their own project, like spending the day at a soup kitchen or helping an elderly neighbor around the house. Those who can't participate on Saturday for religious reasons can do their community service on Sunday.

For more information, to make a donation, or to volunteer with the BIG DIG, please call **Laura Skolar 201-259-1800** or **Charlene Burke at 201-344-2060** or **Debbie DeVenezia, Volunteer Coordinator at 917-863-0720** or visit the Jersey City Parks Coalition website at www.jcparks.org and click the BIG DIG logo.

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///